

<b>Job Description</b>		
<b>Position:</b>  <b>DESIGN SPECIALIST</b>	<b>Classification/Rank:</b>  <i>(for OHRMOD to determine after job evaluation/audit)</i>	<b>IPL:</b>  <i>(for OHRMOD to determine after job evaluation /audit)</i>
<p><b>Summary of Work Activities and Responsibilities:</b></p> <p>Under the supervision of the Marketing Services Support Group Head, the Design Specialist must understand the message/concept requirements of various programs and initiatives of CCE (PO courses, In-house courses, Institutional partnerships, etc) and interprets these through visually appealing and creative content using current programs/software on a variety of media (print, digital, video) - aligned with the university branding standards and partner institutions, as applicable.</p>		
<p><b>Main Duties and Responsibilities</b></p> <ol style="list-style-type: none"> <li>1. Conceptualizes and designs materials such as: <ol style="list-style-type: none"> <li>a. Print (flyers, brochures, programs, invitations and other material production request) and the timely update of course related entries (schedules, price, location, etc) through the website, shared brochure folder and regular printed brochure requirement.</li> <li>b. Digital output for web (icons, web headers, announcements) to be used across all communication channels and easy public Dissemination and the timely update of website entries.</li> <li>c. Develop multimedia tools for course promotions , such as presentation materials for all programs to be used during client calls.</li> </ol> </li> <li>2. Documents various events through photos and videos.</li> <li>3. Produces video and online content for various media channels (website, e-mail marketing, Youtube, Facebook).</li> <li>4. Produces materials for the Luxid (LED) Infoboard.</li> <li>5. Provide a weekly status report on various creative projects and implementations done.</li> <li>6. Perform all other tasks assigned by the Marketing Group Head.</li> </ol>		

<b>Knowledge, Skills and Abilities:</b>	
<ul style="list-style-type: none"> <li>· Must be knowledgeable in any of the following programs/software such as Adobe Acrobat, Adobe Flash, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Premiere (video editing), Basic HTML, After Effects and LightroomBasic</li> <li>· With Photography experience</li> <li>· Must be able to communicate, interpret and present ideas clearly</li> <li>· Can work independently and as a part of the team</li> <li>· Ability to manage multiple projects efficiently and effectively</li> </ul>	
<b>Education and Experience Requirements:</b>	
<ul style="list-style-type: none"> <li>• Graduate of a 4-year degree course</li> <li>• With 1-2 years of Graphic Design experience</li> </ul>	
<b>Direct reports</b> N/A	
<b>Updated by</b>  <i>MSC</i>	<b>Date updated</b>  <i>08/24/2015</i>